

TITLE OF THE INVENTION

Golf Instrument and Label to Be Appended Thereto

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BACKGROUND OF THE INVENTION

5 Field of the Invention

This invention relates to a golf article in the form of a golf instrument such as a golf ball and golf club or a package therefor which is labeled for indicating several functions of 10 the golf instrument for insuring effective use thereof and a label appended to the golf article for such indication.

Prior Art

15 It is a common practice in the golf art △ ^{to provide} ~~that~~ golf balls are provided with indications of △ hardness and golf clubs are provided with indications of shaft hardness for helping the golf player choose a matching golf ball or club.
20 Japanese U.M. Application Kokai No. 35315/1990 proposes a golf instrument in which a golf ball △ or club is provided at an ^{appropriate} ~~proper~~ position with a △ mark corresponding to a head speed.
The ^{The} ~~such~~ a performance indication on the prior
25 art golf instruments indicates only one of

various functions associated with the golf ball or club. With such a single criterion, the golfer encounters difficultly in choosing a golf ball or club best suited for his or her skill.

- 5 A and ^{ability} ~~aim~~ In other words differently stated, prior art golf instruments do not ^{provide visible indications of all of} fully indicate their functions in ~~visible~~ form. In fact, many golfers use golf balls and clubs which do not fully match with their skill and ~~aim~~.

10 Each golf ball or club is not characterized by a single function, but by a combination of many functions. If a player chooses a golf ball or club by considering its single function, the performance of the ball or 15 A club does not always match with the skill and ^{ability} ~~aim~~ of the player. Then the player cannot take full or maximum advantage of the golf ball or club.

A For enjoying a golf play, it is essential 20 for a player to use a golf ball or club which closely matches with the skill and ^{ability} ~~aim~~ of the player, in order to take maximum advantage of the golf ball or club. There is a desire for improvement in this respect.

SUMMARY OF THE INVENTION

Therefore, an object of the present invention is to provide a golf article including a golf instrument such as a golf ball and club and a package therefor, which is labeled such that the golfer may choose the golf instrument 5 which matches with his or her skill and ^{ability} ~~aim~~ for allowing the golfer to take full advantage of the golf instrument such as a golf ball or club.

The present invention provides a golf article in the form of a golf instrument such as a golf ball and golf club or a package therefor. The article includes a generally rectangular indication section disposed thereon for 10 indicating the performance of a golf instrument. The section is divided along longitudinal and transverse lines into a plurality of sub-sections. At least two, preferably at least four marks or indicia are formed on selected 15 ones of the sub-sections for indicating at least two functions selected from the group consisting of a golf instrument structure, recommended head speed, feel, spin, green targeting, and trajectory.

In one preferred embodiment, the sub-

sections are grouped into a plurality of groups each including longitudinally or transversely adjacent sub-sections. The sub-sections in one group are provided with marks belonging to 5 the same function, but indicating different functional species. One of the marks is selected for each group in accordance with the performance of the golf instrument.

Preferably the golf instrument is a golf ball and the golf instrument package is a box 10 for receiving golf balls. The performance indicating section 4 including a plurality of longitudinally and transversely arranged sub-sections where the marks are disposed is 15 disposed on the outer surface of the box.

The present invention also provides a label to be appended to a golf instrument such as a golf ball and golf club or a package therefor. The label includes a generally 20 rectangular indication section disposed thereon for indicating the performance of the golf instrument. The section is divided along longitudinal and transverse lines into a plurality of sub-sections. At least two 25 preferably at least four marks are formed on

selected ones of the sub - sections for indicating at least two functions selected from the group consisting of a golf instrument structure, recommended head speed, feel, spin, 5 green targeting, and trajectory.

Preferably the sub - sections are grouped into a plurality of groups each including longitudinally or transversely adjacent sub - sections. The sub - sections in one group are 10 provided with marks belonging to the same function, but indicating different functional species. One of the marks is selected for each group in accordance with the performance of the golf instrument.

15 The golf instrument and label to be appended thereto according to the present invention can represent a plurality of functions of a golf ball or club in a matrix of longitudinally and transversely arranged sub - sections. The performance of a golf ball or 20 club can be expressed in terms of a plurality of functions. Then the golfer can choose an optimum golf ball or club in accordance with his or her skill and desire. The inherent functions 25 A of a golf ball or club ^{should} ~~well~~ match with the skill

of the golfer. Then the golfer can take full advantage of the golf ball or club.

In the one preferred embodiment, the sub-sections are grouped into a plurality of groups 5 each including longitudinally or transversely adjacent sub-sections, and the sub-sections in one group are provided with marks belonging to the same function, but indicating different functional species. Since one of the marks is 10 selected for each group in accordance with the performance of the golf ball or club, the golfer can understand that one function contains a plurality of different functional species. Since one of the marks belonging to the same 15 function, but indicating different functional species is selected, the golfer can easily choose the golf ball or club in accordance with his or her skill and ^{ability} ~~aim~~. Then the golfer can play with the golf ball or club while taking 20 full advantage of the golf ball or club.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a perspective view of a golf ball-accommodating box according to one 25 embodiment of the invention.

FIG. 2 is an enlarged plan view of a golf instrument performance indicating section on the box of FIG. 1.

FIG. 3 is a perspective view of a golf ball - accommodating box according to another embodiment of the invention.

FIGS. 4, 5, and 6 are enlarged plan view showing different examples of a golf instrument performance indicating section on the box of FIG. 3.

FIG. 7 is a cross section of a label according to a further embodiment of the invention.

FIG. 8 is a plan view of a label according to a still further embodiment of the invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to FIG. 1, there is illustrated a golf ball box including a box body 2 for receiving a dozen of golf balls (not shown) and a cover 3 fitted over the box body 2 for covering a top opening thereof. An indication section 4 is printed or otherwise formed on the outer surface of the cover 3 for indicating the performance of a golf instrument (ball).

As best shown in FIG. 2, the section 4 is a generally rectangular block defined and delimited by a rectangular boundary line 5. The section 4 is divided into a plurality of sub-sections 7 by longitudinal and transverse lines, for example, by three or four longitudinal lines and four or five transverse lines, typically by four longitudinal lines and five transverse lines (not shown) in the illustrated embodiment. The sub-sections 7 are arranged in a matrix of rows and columns. Each sub-section 7 is a generally square block defined and delimited by a square boundary line 6. Attached to each sub-section 7 is a mark or indicia 8 consisting of words and/or a pattern for indicating a function.

The plurality of sub-sections 7 are grouped into a plurality of groups or rows each including longitudinally (laterally in FIG. 2) adjacent sub-sections 7. The sub-sections 7 in one group or row are provided with marks 8 belonging to the same function, but indicating different functional species. One of the marks is selected for each group or row in accordance with the performance of the golf instrument

(ball).

More particularly, a first row or group A includes six sub-sections 7 to which are attached marks 8 belonging to the golf ball structure and indicating whether the golf ball is a thread wound ball or a two-piece ball, whether the wound ball has a liquid center or a solid center or has a balata cover or a Surlyn cover, whether the cover is a double cover or not, and whether the two-piece ball is a soft type or a spin type.

A second row or group B includes four sub-sections 7 to which are attached marks 8 belonging to the optimum head speed of the golf balls and indicating whether the head speed is high, relatively high or moderate or whether the balls are compatible with the entire range of head speed. In the embodiment of FIG. 2, the second row or group B further includes a sub-section 7 which is spaced by one sub-section from the rightmost sub-section 7 bearing the head speed mark, for indicating whether the balls are intended for professional use.

A third row or group C includes six sub-sections 7 to which are attached marks 8

belonging to the golf ball feel and indicating
whether the ^{feel of the} golf ball is felt very soft, soft or
slightly soft when hit with the driver or
putter.

5 A fourth row or group D includes five
sub-sections 7 to which are attached marks 8
belonging to the spin of the golf balls upon
hitting with an iron and indicating whether the
spin is large, relatively large, ordinary,
10 relatively small or small.

A fifth row includes a group E of two
sub-sections 7 to which are attached marks 8
belonging to the type of green targeting and a
group F of three sub-sections 7 to which are
15 attached marks 8 belonging to the golf ball
trajectory. The groups E and F are separated by
an empty sub-section. The two marks 8 in the
sub-sections 7 of group E indicate whether the
green is targeted by way of spin or height. The
20 three marks 8 in the sub-sections 7 of group F
indicate whether the driver shot follows a high,
intermediate or low trajectory.

In each of the groups A to F, to show
which function the golf ball has, or to
25 distinguish the functional mark corresponding to

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the ball from the remaining functional marks, the sub - section 7 where the functional mark corresponding to the ball is formed is colored in a color different from the remainders. For example, the sub - section 7 bearing the functional mark corresponding to the ball is colored yellow while the remaining sub - sections in the same row or group are colored white. In this way, a selected sub - section or mark is distinguished from the remaining sub - sections or marks for each group, thereby indicating the ball structure that the relevant balls have, the recommended head speed, whether or not the balls are for professional use, the feel upon driver or putter hitting, the spin upon iron hitting, the way of green targeting, and the trajectory of driver shot.

Since various functions characterizing the golf ball are displayed, the golfer can choose a proper golf ball by taking into account all these functions rather than a single one of them. Since the golfer can fully understand the ball performance from various aspects, the golfer can choose an optimum golf ball which closely matches with the golfer's own skill and

A ^{ability}_{aim}. Then the golfer can take maximum advantage of the golf ball on playing.

The performance of a golf ball is classified into groups of several functions and 5 each function is divided into a plurality of different functional species. The performance of a given golf ball is represented by a combination of selected functional species or marks from several functions or groups. Then on 10 choosing a golf ball, the golfer can understand that the golf ball has various factors and understand the functional position of the golf ball among various types of golf balls. Therefore the golfer can choose a golf ball 15 which matches with the golfer's ability.

Since a plurality of square sub-sections 7 are defined in the performance indicating section 4 in longitudinal and transverse directions, and since the function indicating 20 marks or signs 8 consisting of a catchword or symbolic drawing are formed in the sub-sections 7, the performance of a given golf ball and its position are readily acknowledged as compared with the literal description of the performance 25 of a golf ball.

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FIGS. 3 to 6 show another embodiment of the invention. A rectangular box 1 capable of receiving three golf balls (not shown) has an openable upper end. On one outside surface of the box is formed or appended a section 4 for indicating the performance of a golf instrument. As best shown in FIGS. 4 to 6, in the section 4, a plurality of sub-sections 7 are defined in longitudinal and transverse directions. In the illustrated embodiment, the section 4 includes three rows of laterally arranged sub-sections 7.

Unlike the embodiment of FIG. 2, the sub-sections 7 in this embodiment are provided with only functional marks 8 indicating the ball structure, professional use, optimum head speed, feel on driver shot, feel on putter shot, spin on iron shot, green targeting way, and driver shot trajectory. Those marks indicating different function species belonging to a common function, that is, marks which are not coincident with a given golf ball are omitted.

Also in the embodiment shown in FIGS. 3 to 6, the golfer can readily and surely choose a golf ball which matches with the golfer's own

skill and ^{ability} ~~aim~~ by taking into account various functions of the ball. Then the golfer can take full advantage of the ball.

FIG. 7 illustrates one exemplary label 11 to be appended to a golf instrument. The label 11 includes a support 12 made of paper or the like and an adhesive layer 13 on the back side of the support 12. On the front surface of the support 12 are printed or otherwise formed the sub-sections (7) together with marks (8), though not shown in FIG. 7, for indicating the functions of a given golf ball as shown in FIG. 2 or FIG. 4, 5 or 6. Through the adhesive layer the label is attached to a golf instrument such as a golf ball-accommodating box as shown in FIG. 1 or 3.

Another exemplary label 11 is shown in FIG. 8. The label 11 includes a support 12 made of paper or the like on which the golf instrument performance indicating section is printed or otherwise formed as in the foregoing embodiments, though not shown in FIG. 8. The label 11 is provided with an attachment hole 14 at the top. With a thread inserted into the hole 14, the label 11 is suspended from a golf

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instrument package, typically a cage or net containing a number of golf balls.

The performance indicating section on the labels 11 shown in FIGS. 7 and 8 is the same as 5 described for the embodiments shown in FIGS. 1 to 6 and its description is omitted herein.

Although the foregoing description refers to golf balls, the present invention is also applicable to golf clubs and other golf 10 instruments and packages thereof.

The contour and arrangement of the section 4 and sub-sections 7 for indicating the performance of a golf ball and the display of the marks 8 for indicating various factors of a 15 golf ball are not limited to the illustrated examples. Various modifications may be made thereto within the scope of the invention.

Since a golf ball, club or other instrument is labeled for several factors, the 20 golfer can correctly choose the golf ball or club which matches with his or her skill and ability for allowing the golfer to take full advantage of the golf ball or club.

Japanese Utility Model Application No. 25 6-6528 is incorporated herein by reference.